

The purpose of this report is to display aggregate demographic information by caller type. Caller type information is based upon the date that the participant calls to enroll in a program or receives information about a program.

Method of Entry

NOTE: Includes Tobacco User, Proxy, Provider and General Public.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Phone: Inbound English	165	80.9 %	516	78.8 %
Phone: Inbound Spanish	-	-	2	0.3 %
Phone: Inbound Warm Transfer	1	0.5 %	1	0.2 %
Phone: Re-enrollment Offer	-	-	1	0.2 %
Phone: Outbound Self-Referral	1	0.5 %	2	0.3 %
Web	2	1.0 %	5	0.8 %
Fax	35	17.2 %	128	19.5 %
Total	204	100.0 %	655	100.0 %

Caller Type

	Current Month	Current Month %	Contract YTD	Contract YTD %
Tobacco User	182	89.2 %	590	90.1 %
Proxy	3	1.5 %	10	1.5 %
Provider	9	4.4 %	17	2.6 %
General Public	10	4.9 %	38	5.8 %
Total	204	100.0 %	655	100.0 %

How Heard About

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Brochure/Newsletter/Flyer	15	8.2 %	46	7.7 %
Cigarette Pack (Quit Assist)	-	-	2	0.3 %
Community Organization	7	3.8 %	14	2.4 %
Employer/Worksite	8	4.4 %	21	3.5 %
Family/Friend	16	8.8 %	60	10.1 %
Health Department	9	4.9 %	36	6.1 %
Health Insurance	2	1.1 %	8	1.3 %
Health Professional				31.6 %
Dental Hygienist	1	0.5 %	1	0.2 %
Health Care Provider	31	17.0 %	118	19.9 %
Health Educator	5	2.7 %	12	2.0 %
Mental Health Provider	1	0.5 %	3	0.5 %
Nurse	5	2.7 %	18	3.0 %
OB/GYN Specialist	3	1.6 %	4	0.7 %
Other	6	3.3 %	15	2.5 %
Other Specialist	3	1.6 %	7	1.2 %
Pharmacist	2	1.1 %	2	0.3 %
Physician Assistant	1	0.5 %	2	0.3 %
Social Worker	1	0.5 %	6	1.0 %
Sub Total	59	32.4 %	188	31.6 %
Newspaper/Magazine	1	0.5 %	4	0.7 %
Outdoor Ad				1.5 %
Banner	-	-	1	0.2 %
Billboard	3	1.6 %	7	1.2 %
Other	-	-	1	0.2 %
Sub Total	3	1.6 %	9	1.5 %
Radio	-	-	4	0.7 %
Re-enrollment Offer	-	-	1	0.2 %

How Heard About

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
TV/Commercial	36	19.8 %	125	21.0 %
TV/News	-	-	1	0.2 %
Website	6	3.3 %	16	2.7 %
Does Not Remember	1	0.5 %	3	0.5 %
Other	19	10.4 %	56	9.4 %
Refused	7		17	
Not Collected	15		44	
Total	204	100.0 %	655	100.0 %

Tobacco Users by Gender

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Male	58	34.3 %	194	36.5 %
Female	111	65.7 %	337	63.5 %
Refused	-		1	
Not Collected	-		1	
Not Asked	-		-	
Total	169	100.0 %	533	100.0 %

Tobacco Users by Ethnicity

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Hispanic	8	4.9 %	32	6.3 %
Non-Hispanic	154	95.1 %	475	93.7 %
Does Not Know	-	-	-	-
Refused	1		2	
Not Collected	6		22	
Not Asked	-		2	
Total	169	100.0 %	533	100.0 %

Tobacco Users by Race

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
White	124	76.5 %	403	79.5 %
Black or African American	27	16.7 %	66	13.0 %
Asian				0.2 %
Asian Indian	-	-	-	-
Cambodian	-	-	-	-
Chinese	-	-	7	0.2 %
Filipino	-	-	-	-
Hmong	-	-	-	-
Japanese	-	-	-	-
Korean	-	-	-	-
Laotian	-	-	-	-
Pakistani	-	-	-	-
Taiwanese	-	-	-	-
Thai	-	-	-	-
Vietnamese	-	-	-	-
Other Asian	-	-	-	-
Indonesian	-	-	-	-
Does Not Know	-	-	-	-
Refused	-	-	-	-

Tobacco Users by Race

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Asian				0.2 %
<i>Not Collected</i>	-	-	-	-
Sub Total	-	-	1	0.2 %
Native Hawaiian/Other Pacific Islander				-
<i>Native Hawaiian</i>	-	-	-	-
<i>Samoan</i>	-	-	-	-
<i>Tongan</i>	-	-	-	-
<i>Tahitian</i>	-	-	-	-
<i>Maori</i>	-	-	-	-
<i>Guamanian/Chamorro</i>	-	-	-	-
<i>Other Micronesian (e.g. Marshallese, Palauan, Pohnpeian, Chuukese, Yapese, Saipanese, Kosraean)</i>	-	-	-	-
<i>Fijian</i>	-	-	-	-
<i>Other Pacific Islander</i>	-	-	-	-
<i>Does Not Know</i>	-	-	-	-
<i>Refused</i>	-	-	-	-
<i>Not Collected</i>	-	-	-	-
Sub Total	-	-	0	0.0 %
American Indian or Alaskan Native	2	1.2 %	8	1.6 %
Arab or Arab American	-	-	-	-
Not Asked	-		2	
Other	9	5.6 %	29	5.7 %
Does Not Know	-	-	-	-
Refused	1		2	
Not Collected	6		22	
Total	169	100.0 %	533	100.0 %

Tobacco Users by Language Spoken

	Current Month	Current Month %	Contract YTD	Contract YTD %
English	168	99.4 %	525	98.5 %
Spanish	1	0.6 %	8	1.5 %
Total	169	100.0 %	533	100.0 %

Tobacco Users by Age

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
17 years old and under	1	0.6 %	3	0.6 %
18 to 24	8	4.7 %	61	11.5 %
25 to 30	27	16.0 %	72	13.6 %
31 to 40	26	15.4 %	88	16.6 %
41 to 50	38	22.5 %	117	22.1 %
51 to 60	43	25.4 %	121	22.8 %
61 to 70	16	9.5 %	46	8.7 %
71 to 80	9	5.3 %	18	3.4 %
Over 80	1	0.6 %	4	0.8 %
Not Collected	-		-	
Refused	-		3	
Total	169	100.0 %	533	100.0 %

Tobacco Users by Education

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Less than grade 9	6	3.8 %	15	3.0 %
Grade 9-11, no degree	19	12.0 %	71	14.3 %
GED	11	6.9 %	37	7.4 %
High School Degree	48	30.2 %	132	26.6 %
Some College or University	43	27.0 %	138	27.8 %
College or University Degree	21	13.2 %	74	14.9 %
Some Technical/Trade School	2	1.3 %	7	1.4 %
Technical/Trade School Degree	9	5.7 %	23	4.6 %
Does Not Know	-	-	-	-
Refused	1		3	
Not Collected	4		21	
Not Asked	5		12	
Total	169	100.0 %	533	100.0 %

Tobacco Users by Tobacco Type

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question. Participants may select multiple responses.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Cigarette	161	91.0 %	509	92.5 %
Cigar	7	4.0 %	17	3.1 %
Pipe	1	0.6 %	1	0.2 %
Smokeless Tobacco	7	4.0 %	21	3.8 %
Other	1	0.6 %	2	0.4 %
Not Collected	1		4	
Total	178	100.0 %	554	100.0 %

Female Tobacco Users by Pregnancy Status

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Not Pregnant	97	87.4 %	292	86.6 %
Currently Pregnant	13	11.7 %	40	11.9 %
Planning Pregnancy in the Next 3 Months	-	-	3	0.9 %
Currently Breastfeeding	1	0.9 %	2	0.6 %
Refused	-		-	
Not Collected	-		-	
Total	111	100.0 %	337	100.0 %

Tobacco Users by Chronic Conditions

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question. Participants may select multiple responses.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Asthma	36	17.5 %	107	16.8 %
CAD	25	12.1 %	56	8.8 %
COPD	32	15.5 %	101	15.8 %
Diabetes	21	10.2 %	69	10.8 %
None	91	44.2 %	297	46.6 %
Does Not Know	1	0.5 %	8	1.3 %
Refused	-		-	
Not Collected	4		11	
Total	210	100.0 %	649	100.0 %

Tobacco Users by Stage at Registration

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Precontemplation	2	1.2 %	2	0.4 %
Contemplation	7	4.3 %	34	6.5 %
Preparation	132	81.0 %	424	81.4 %
Action - Unknown	6	3.7 %	11	2.1 %
Action - Less than 24 hours	3	1.8 %	8	1.5 %
Action - 24 hours to less than 7 days	9	5.5 %	23	4.4 %
Action - 7 days to less than 1 month	4	2.5 %	15	2.9 %
Action - 1 month to less than 6 months	-	-	1	0.2 %
Maintenance - 6 months or more	-	-	3	0.6 %
Not Collected	6		12	
Total	169	100.0 %	533	100.0 %

Tobacco Users by Income Level

	Current Month	Current Month %	Contract YTD	Contract YTD %
Less than \$10,000	44	28.9 %	147	30.4 %
Less than \$15,000 (\$10,000 to less than \$15,000)	32	21.1 %	75	15.5 %
Less than \$20,000 (\$15,000 to less than \$20,000)	22	14.5 %	65	13.5 %
Less than \$25,000 (\$20,000 to less than \$25,000)	15	9.9 %	33	6.8 %
Less than \$35,000 (\$25,000 to less than \$35,000)	13	8.6 %	44	9.1 %
Less than \$50,000 (\$35,000 to less than \$50,000)	10	6.6 %	45	9.3 %
Less than \$75,000 (\$50,000 to less than \$75,000)	6	3.9 %	28	5.8 %
More than \$75,000	5	3.3 %	22	4.6 %
Does Not Know	5	3.3 %	24	5.0 %
Refused	5		13	
Not Collected	12		37	
Total	169	100.0 %	533	100.0 %

Female Tobacco Users by Sexual Orientation

NOTE: Percentage of total does not include Not Asked, Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Transgender	-	-	1	0.3 %
Heterosexual or straight	98	95.1 %	290	93.5 %
Gay or lesbian	4	3.9 %	8	2.6 %
Bisexual	1	1.0 %	7	2.3 %
Other	-	-	2	0.6 %
Does Not Know	-	-	2	0.6 %
Not Asked	2		4	
Not Collected	-		-	
Refused	6		23	
Total	111	100.0 %	337	100.0 %

Male Tobacco Users by Sexual Orientation

NOTE: Percentage of total does not include Not Asked, Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Transgender	-	-	-	-
Heterosexual or straight	49	94.2 %	171	97.2 %
Gay or lesbian	2	3.9 %	4	2.3 %
Bisexual	1	1.9 %	1	0.6 %
Other	-	-	-	-
Does Not Know	-	-	-	-
Not Asked	1		2	

Male Tobacco Users by Sexual Orientation

NOTE: Percentage of total does not include Not Asked, Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Not Collected	-		-	
Refused	5		16	
Total	58	100.0 %	194	100.0 %